

# Expert Sales Coach Shares Five Steps to Jump Start a Company's Growth

*Sales coaching expert Rocky Romeo says a business needs to vigorously promote what is different about its products, customer service, delivery or guarantees.*

PERTH AMBOY, NEW JERSEY, UNITED STATES OF AMERICA, February 12, 2018 /EINPresswire.com/ -- Sales coaching expert Rocky Romeo shared five, easy steps for turning a company around during the Perth Amboy Business Improvement District's recent networking event. Engaging the crowd at [La Terrazza Latina Restaurant](#), Mr. Romeo encouraged executives and entrepreneurs to focus on "finding the factors that make their businesses unique." The first step, Mr. Romeo said, is that companies need to vigorously promote what is different about their products, customer service, delivery, or guarantees.



Business owners, local executives and entrepreneurs attended the BID's coaching event.

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*Perth Amboy Mayor Wilda Daz*

He said, “Clients will remember what’s different about your business and what gives you a greater edge over competitors and can help you build a powerful brand.”

As the event began, Perth Amboy [Mayor Wilda Diaz](#) welcomed the group of business professionals who braved the stormy, wintry weather to hear the presentation. Mayor Diaz said, “The City actively supports the business community that is the backbone of our local economy. When companies thrive here, it provides many advantages to the City, its residents

and visitors.”

During the evening, Mr. Romeo recommended four more how-to steps to grow a small business:

- Get to know clients by engaging them each day – go beyond just saying hello. Instead, start a small conversation when meeting in-person or on the phone. For people with too many clients, select a few and start talking.
- Embrace the latest technologies. Technology can save businesses money, boost productivity and open new ways to effectively connect with clients.
- Ask this one question each day, and answers will come: What can be done now to attract new customers, encourage exiting clients to make another purchase or request more services?
- Keep up with the trends in the company’s field by joining and participating with the associations that

represents the industry.

Mr. Romeo also advised people about how to get real value when attending networking events. First, he sets a goal for each networking session of securing four to six appointments. Next, he decides on a unique response to the question: "What is your business?"

He, for example, offered a very different response to the question: "I met an accountant, who said that he will keep the IRS's hand out of your pocket or purse." Few people will forget that reply.

Mr. Romeo also shared a valuable lesson about giving out and gathering business cards at networking events. Wait until a person asks for a business card before handing it out. Second, separate the cards you gather – ones to keep and those to discard. He places the keepers in right pocket and tosses away the cards in the left pocket.

Mr. Romeo concluded the presentation by saying he is likely to return to Perth Amboy when the BID schedules its next networking evening.

About the Perth Amboy Business Improvement District

The [Perth Amboy BID](#) serves local

businesses, property owners, the community and visitors by scheduling and presenting a year-long schedule of special events. The programs include business seminars, skill-building programs for employees, and such festivals as the Taste of Perth Amboy. The BID also provides façade grants to small businesses that make permanent improvements to their storefronts or buildings. In addition, the organization helps maintain and enhance the City's streetscapes by installing information kiosks, planters and directional signs as well as seasonal decorations.

The BID's Board meetings are open to the public. Business owners are invited to attend the BID's sessions that begin at 4 PM and are held on the second Tuesday of each month in City Hall. For more details about the BID, contact Executive Manager Junel Hutchinson by email at [jhutchinson@perthamboynj.org](mailto:jhutchinson@perthamboynj.org).

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Mayor Diaz, second from left, with Rocky Romeo, second from right, at the small business coaching session.



The BID's business card exchange drew many business professionals, civic leaders and the Woodbridge Chamber of Commerce.

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